

## Tracking Distributed Coupons

## Market-Specific Coupons

-Valassis FSI

-SmartSource FSI (NewsAmerica)

-Synergistic Marketing Magazine

...and more to come

## Account-Specific Coupons

-SmartSource Coupon Machine

-Catalina Marketing

...and more to come

## Capturing and Storing Information for Each Coupon

Coupon	Advertisement	Delivery
Brand & Manufacturer	Digital Image	Couponsing Media
Product Category	"New & Improved"	Coupon Publisher
Delivery & Expiration Date	Size of Ad	Newspaper & Magazine Titles
Coupon Life	Location of Ad	Circulation byMarket
Cents-Off Value Discount Ratio		Nielsen ScanTrack Markets
First & Last Delivery Date		DMA Markets
Purchase Requirements		
Full Barcode		

### **Source of Redemption Data**

International Data, L.L.C.,  
processes nearly 6 of 10  
coupons redeemed nationally,  
from more than 40,000 stores.

### **Only International Data...**

- Tracks coupons from every manufacturer and every class of trade
- Identifies each coupon by store and therefore by market
- Identifies each coupon by week redeemed
- Processes coupons first and provides data within weeks